

DSMN8

The UK's Most Active Financial Services Professionals on Social - November 2023

Industry at a glance:

Average Score: **5.65%** Total Companies: **95** Global Industry Average: **5.46%**

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages? Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, and future employees.

Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI. Not bad, 'ey?

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

So, how active are your employees currently on social? And how does this compare to the rest of your industry? Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see a minimum of **30-40%** of employees regularly sharing company-approved content, with little effort required.

The DSMN8 platform has everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects. Isn't it time you added employee advocacy to your strategy?

Learn more at [DSMN8.com](https://www.dsmn8.com)

So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank Change
1	St. James's Place	https://www.linkedin.com/company/st-james-s-place	United Kingdom	3,524	558	15.83%	▲ 1
2	Ebury	https://www.linkedin.com/company/ebury	United Kingdom	1,517	199	13.12%	▼ -1
3	Dojo	https://www.linkedin.com/company/dojo	United Kingdom	1,337	170	12.72%	▲ 6
4	Aviva Investors	https://www.linkedin.com/company/aviva-investors	United Kingdom	1,358	148	10.90%	▲ 16
5	Hymans Robertson	https://www.linkedin.com/company/hymans-robertson	United Kingdom	1,070	113	10.56%	▲ 1
6	Evelyn Partners	https://www.linkedin.com/company/evelyn-partners	United Kingdom	2,926	291	9.95%	▼ -2
7	AXA UK	https://www.linkedin.com/company/axa-uk	United Kingdom	1,787	175	9.79%	▲ 11
8	Capco	https://www.linkedin.com/company/capco	United Kingdom	6,482	634	9.78%	▲ 14
9	SumUp	https://www.linkedin.com/company/sumup	United Kingdom	3,351	305	9.10%	▲ 1
10	eToro	https://www.linkedin.com/company/etoro	United Kingdom	2,358	213	9.03%	▲ 4
11	Moniepoint Group	https://www.linkedin.com/company/moniepoint-group	United Kingdom	1,585	141	8.90%	New Entry
12	Tide	https://www.linkedin.com/company/tide	United Kingdom	1,564	137	8.76%	▲ 0
13	FinTrU	https://www.linkedin.com/company/fintru	United Kingdom	1,261	109	8.64%	▼ -8
14	Hargreaves Lansdown	https://www.linkedin.com/company/hargreaves-lansdown	United Kingdom	1,961	164	8.36%	▲ 3
15	OSB Group	https://www.linkedin.com/company/osb-group	United Kingdom	1,114	93	8.35%	▲ 0
16	Skipton Building Society	https://www.linkedin.com/company/skipton-building-society	United Kingdom	1,765	146	8.27%	▲ 13
17	Barnett Waddingham	https://www.linkedin.com/company/barnett-waddingham	United Kingdom	1,259	104	8.26%	▲ 9
18	Checkout.com	https://www.linkedin.com/company/checkout-com	United Kingdom	1,823	150	8.23%	▼ -15
19	Revolut	https://www.linkedin.com/company/revolut	United Kingdom	10,329	783	7.58%	▲ 0
20	LCP	https://www.linkedin.com/company/lcp	United Kingdom	1,098	83	7.56%	New Entry
21	Vitality	https://www.linkedin.com/company/vitality	United Kingdom	2,133	157	7.36%	▲ 10
22	LSEG	https://www.linkedin.com/company/lseg	United Kingdom	19,075	1,400	7.34%	▲ 3
23	Paysafe	https://www.linkedin.com/company/paysafe	United Kingdom	3,401	248	7.29%	▲ 22

24	Preqin	https://www.link€	United Kingdom	1,319		94	7.13%	▼ -17
25	Leeds Building Society	https://www.link€	United Kingdom	1,404		100	7.12%	▼ -14
26	RBC Brewin Dolphin	https://www.link€	United Kingdom	2,120		146	6.89%	▲ 2
27	Aztec Group	https://www.link€	United Kingdom	1,635		110	6.73%	▲ 10
28	Janus Henderson Investor	https://www.link€	United Kingdom	2,905		194	6.68%	▲ 24
29	Columbia Threadneedle In	https://www.link€	United Kingdom	1,540		102	6.62%	▼ -5
30	M&G Investments	https://www.link€	United Kingdom	1,776		117	6.59%	▲ 0
31	Worldpay	https://www.link€	United Kingdom	5,883		385	6.54%	▲ 8
32	Standard Life UK	https://www.link€	United Kingdom	1,018		66	6.48%	▲ 14
33	Rathbones Group	https://www.link€	United Kingdom	1,628		105	6.45%	▼ -20
34	Just Group	https://www.link€	United Kingdom	1,086		70	6.45%	▲ 25
35	AJ Bell	https://www.link€	United Kingdom	1,103		71	6.44%	▼ -3
36	Legal & General Investmer	https://www.link€	United Kingdom	2,407		150	6.23%	▲ 0
37	Wise	https://www.link€	United Kingdom	5,171		317	6.13%	▼ -16
38	Schroders	https://www.link€	United Kingdom	5,460		333	6.10%	▲ 4
39	Motability Operations	https://www.link€	United Kingdom	1,042		63	6.05%	New Entry
40	Virgin Money	https://www.link€	United Kingdom	4,522		269	5.95%	▼ -13
41	XPS Pensions Group	https://www.link€	United Kingdom	1,131		67	5.92%	New Entry
42	M&G	https://www.link€	United Kingdom	2,620		153	5.84%	▲ 51
43	Wesleyan	https://www.link€	United Kingdom	1,193		68	5.70%	▲ 1
44	JTC Group	https://www.link€	United Kingdom	1,421		78	5.49%	▼ -36
45	FinTech Foundry	https://www.link€	United Kingdom	8,053		436	5.41%	New Entry
46	Investec	https://www.link€	United Kingdom	8,963		485	5.41%	▼ -11
47	Financial Conduct Authority	https://www.link€	United Kingdom	4,980		266	5.34%	▼ -9
48	Saga	https://www.link€	United Kingdom	1,838		95	5.17%	▼ -8
49	Marex	https://www.link€	United Kingdom	1,205		62	5.15%	New Entry
50	Baillie Gifford	https://www.link€	United Kingdom	1,716		88	5.13%	▲ 11
51	IG Group	https://www.link€	United Kingdom	2,717		138	5.08%	▼ -3
52	Yorkshire Building Society	https://www.link€	United Kingdom	2,666		134	5.03%	▼ -5
53	Lowell	https://www.link€	United Kingdom	2,136		106	4.96%	▲ 7
54	Acuity Knowledge Partners	https://www.link€	United Kingdom	5,809		288	4.96%	▼ -13
55	Fidelity International	https://www.link€	United Kingdom	9,818		485	4.94%	▼ -2
56	Ninety One	https://www.link€	United Kingdom	1,340		66	4.93%	▼ -22
57	AXA Health	https://www.link€	United Kingdom	2,214		107	4.83%	▲ 6
58	WTW	https://www.link€	United Kingdom	50,423		2,400	4.76%	▲ 0
59	Legal & General	https://www.link€	United Kingdom	7,926		371	4.68%	▼ -8
60	Huntswood	https://www.link€	United Kingdom	1,552		69	4.45%	▼ -17
61	Aon	https://www.link€	United Kingdom	68,235		3,000	4.40%	▼ -7
62	NewDay	https://www.link€	United Kingdom	1,141		50	4.38%	▼ -29
63	FNZ Group	https://www.link€	United Kingdom	4,286		187	4.36%	▼ -8
64	CMC Markets	https://www.link€	United Kingdom	1,432		61	4.26%	▲ 0
65	Phoenix Group	https://www.link€	United Kingdom	6,167		257	4.17%	▼ -16
66	Royal London	https://www.link€	United Kingdom	3,067		126	4.11%	▼ -16
67	Finastra	https://www.link€	United Kingdom	12,778		523	4.09%	▲ 12
68	Refinitiv	https://www.link€	United Kingdom	7,140		290	4.06%	▼ -12
69	Aviva	https://www.link€	United Kingdom	22,371		870	3.89%	▲ 6
70	HSBC	https://www.link€	United Kingdom	171,159		6,500	3.80%	▼ -3
71	Nationwide Building Societ	https://www.link€	United Kingdom	11,832		443	3.74%	▼ -5
72	abrdn	https://www.link€	United Kingdom	6,234		231	3.71%	▼ -10
73	Domestic & General	https://www.link€	United Kingdom	2,530		93	3.68%	▼ -4
74	SmartStream Technologies	https://www.link€	United Kingdom	1,063		39	3.67%	▲ 3
75	Quilter	https://www.link€	United Kingdom	2,107		77	3.65%	▼ -10
76	Scottish Widows	https://www.link€	United Kingdom	1,895		66	3.48%	▼ -5
77	Admiral Group	https://www.link€	United Kingdom	7,413		255	3.44%	▼ -7
78	Sainsbury's Bank	https://www.link€	United Kingdom	1,592		52	3.27%	▼ -21
79	LV=	https://www.link€	United Kingdom	3,543		115	3.25%	▼ -11
80	Barclays	https://www.link€	United Kingdom	70,323		2,150	3.06%	▲ 2
81	Financial Ombudsman Ser	https://www.link€	United Kingdom	2,340		70	2.99%	▼ -7
82	Travellex	https://www.link€	United Kingdom	4,351		123	2.83%	▼ -9
83	Lloyds Banking Group	https://www.link€	United Kingdom	59,063		1,641	2.78%	▼ -2
84	Equiniti	https://www.link€	United Kingdom	4,153		112	2.70%	▼ -4
85	Diligenta	https://www.link€	United Kingdom	2,131		54	2.53%	▲ 2
86	FXCM	https://www.link€	United Kingdom	1,125		27	2.40%	▲ 5
87	BGL Insurance	https://www.link€	United Kingdom	1,026		24	2.34%	▼ -1
88	Close Brothers	https://www.link€	United Kingdom	3,720		87	2.34%	▲ 2
89	The Co-operative Bank	https://www.link€	United Kingdom	4,044		93	2.30%	▼ -6
90	Barclays Wealth Managem	https://www.link€	United Kingdom	3,011		59	1.96%	▼ -5
91	Student Loans Company	https://www.link€	United Kingdom	3,072		43	1.40%	▼ -3
92	TP ICAP	https://www.link€	United Kingdom	6,721		90	1.34%	▲ 0
93	Barclaycard	https://www.link€	United Kingdom	3,736		50	1.34%	▲ 1
94	ICAP	https://www.link€	United Kingdom	2,548		23	0.90%	▲ 2
95	Prudential UK	https://www.link€	United Kingdom	4,826		21	0.44%	▲ 2

Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

[Visit our website](#) our contact us at support@dsmn8.com



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